Teaching Research on the Integration of Chinese Culture into English Audio-Visual Course

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Abstract: These cultural classics not only show the cultural characteristics of the nation, but also carry forward the cultural spirit to a certain extent. Based on English audio-visual teaching, this paper analyzes the importance of integrating cultural classics into college English audio-visual teaching by means of case study and literature analysis, the purpose of this paper is to provide a reference for the integration of Chinese culture into the teaching of English audio-visual course in colleges and universities, and to promote the improvement of teaching effect, and to make full use of the characteristics and advantages of traditional cultural allusions, so that the cultural classics and Chinese excellent traditional culture in the English audio-visual teaching process can be integrated and developed.

Keywords: Chinese excellent culture; College English; Teaching practic

1. Introduction

language expression and cultural cognition are the basic starting point and end-result of learning English, which is also the key to the application of English as an oral language. Based on the analysis of a large number of English audio-visual teaching practice, this paper holds that in the process of English audio-visual teaching, most of the teaching staff take Western cultural ideas as the core of teaching content, the proportion of Chinese excellent cultural factors in college English audio-visual teaching is very low, which also affects students' ability of"Combination of Chinese and western". Therefore, this study proposes to integrate Chinese culture into the teaching of English audio-visual courses, which can not only improve the proportion of Chinese culture in learning English, at the same time, it can also improve the students' ability to use audio-visual English, and train the students' ability to explain"Chinese story" and"Chinese culture" in English.

2. The importance of Chinese excellent culture to college English audio-visual teaching

2.1 Excellent Chinese culture is the cultural foundation of college English audio-visual teaching

Their exposure to English in the classroom is often the result of a process of western culture, often with the image of aestheticism show people. And for their own five thousand years of civilization from top to bottom of the understanding is very little, easy to cause a cultural deviation phenomenon, indirectly resulting in a sense of cultural inferiority. To improve cultural exchange is the main aim of learning English. Through language understanding and transmission, students can better understand the world, so that Chinese culture can stand tall among the nations of the world[1].

The traditional morality of"Benevolence, righteousness, propriety, wisdom and trustworthiness" has set the rules for life, and the deeds of ancestors of"Family and national feelings" have served as a model for the times. We can learn from the excellent Chinese culture in a long list of good words and sentences, from which the absorption of ideas also benefit people for life. To bring Chinese culture into the teaching of English audio-visual course can not only bring inexhaustible teaching materials for teaching, but also enable students to enhance their cultural confidence, to improve their understanding of the English audio-visual curriculum teaching and learning efficiency.

2.2 The application of Chinese excellent culture stimulates students' willingness to learn

The goal of learning is achieved when the knowledge learned is applied in practice and a certain amount of achievement is achieved. When the sense of achievement and satisfaction reached a certain level, students will have a sincere love for this matter, with more energy and time to continue to work hard. In order to stimulate teachers' enthusiasm and improve students' learning ability, it is worth thinking and putting into practice to integrate Chinese traditional culture into college English audio-visual class. At this stage, China's growing national strength in the case of some of the Western countries, for the Chinese traditional culture desecration, distortion, did not respect a nation, a continuous culture of a country. Therefore, it is an inevitable choice for the world and history to spread the Chinese nation's excellent cultural classics to the world. So that students can better accept their own national cultural treasures, but also be able to understand the trend of the development of the times, to introduce their own culture to the world. Integrating Chinese excellent traditional culture into English audio-visual course teaching is not only the dissemination and study of Chinese excellent culture, but also the comparison of language and culture, can enable the student to understand the cultural fusion and the difference in the study process.

There are many problems in the process of English audio-visual learning, such as the lack of vocabulary, do not know how to express, sentence expression is not complete, etc. , the integration of Chinese excellent culture can not only improve students' cultural consciousness and cultural confidence, but also provide students with more learning materials. Let students learn from passive learning to active learning, improve the efficiency of English audio-visual classroom, improve the enthusiasm of learning English[2].

3. The practice strategy of integrating Chinese culture into English audio-visual teaching

3.1 With the theme proposition of Chinese excellent culture

Language is not only a carrier but also a medium of teaching, which expresses people's cognition of the world. And it is also the carrier of culture, culture is also the expression of people's language to have meaning. At present, the teaching of English audio-visual course is mainly based on textbooks, while the design advantages of textbooks are based on Western culture, this can not avoid students teaching out of the work is the background of the West, ideological awareness and mode of thinking for the performance of the core. In this process, students English audio-visual expression is not based on social reality, not rooted in the Chinese soil. This kind of teaching makes the language lose the important role of its cultural exchange platform, and the traditional culture does not have a good"Voice". Take the theme of Chinese excellent culture as the teaching theme, guide the students to distinguish the difference, absorb the essence, and reflect on the dissemination of traditional excellent culture. Chinese excellent culture can provide a lot of excellent topics for English audio-visual course teaching and learning. For example: Dragon Boat Festival, to remember the patriotic feelings of Qu Yuan, homesickness, miss the scenery of his hometown, loyalty, distinguish between right and wrong good and evil... ... and so on . Let the student collect the data in the teaching process, collates the related poem, again applies in the spoken language teaching practice . To Chinese excellent traditional culture as the topic, guide students to oral communication and learning, and in the process let students feel the charm of using English audio-visual to express Chinese excellent culture At the same time, it can also lead students to think about one of the concepts of traditional culture. The traditional culture-centered audio-visual English teaching can stimulate students' emotional resonance and emotional identity in the teaching process, and integrate the excellent Chinese culture into every process of oral communication and learning[3].

3.2 With the Chinese excellent cultural activities as the carrier of the point

It is not enough to have a good theme in the teaching process. When students are influenced by many Western cultures and customs, many lifestyles and ideas are gradually integrated with them. In this case, teachers should take the initiative to organize some Chinese culture as the main content of the activities to help students recognize their own shortcomings, understand the traditional culture, the accumulation of good teaching materials.

For example, in the teaching of English audio-visual course, let students in groups to show and introduce the Chinese culture to the motherland, to form display pictures or video works. In this process to feel the beauty of the great rivers of the motherland, cultivate students' sense of national identity and patriotism, accumulated knowledge of local customs and tourism. Also can let the student be in each Chinese tradition festival, unifies the Chinese outstanding culture knowledge to make the festival celebration activity. Spring Festival, Qingming Festival, Dragon Boat Festival, double ninth festival... ... and other festivals, if we can fully arouse the enthusiasm of students in these festivals, let them participate in the teaching of English audio-visual courses, cultural promotion, etc. , it will be a great help to improve the quality of their content.

At the same time, these contents will be good material for students to accumulate in the teaching process, such activities will make

the originally boring memory, teaching process become more interesting and interactive. This not only improves the students' learning basis, but also makes the students have a clearer understanding of the hierarchical division of the articles and the depth of teaching. Students can also pay some attention to the traditional Chinese culture through the activities, the desire to learn to improve the English audio-visual curriculum teaching layout of the ability and content teaching ability is getting better and better[4].

4. Conclusion

the process of English audio-visual learning is the process of blending Chinese and western culture, and also the process of fully based on the advantages of the national culture, explore the national culture and language charm. English audio-visual course teaching should not only have international thinking, but also have national thinking, the fundamental goal of English learning is to carry out information transmission and cultural exchange, therefore, in the process of learning English, we should absorb the foreign excellent culture, and at the same time, we should also be deeply rooted in the fertile soil of our own excellent traditional culture, and must be good at using English audio-visual curriculum teaching such a platform to strengthen and propagandize the rich implication contained in the cultural classics. The use of cultural classics to exchange, can greatly enhance the comprehensive image of our country, to show the image of a cultural power to provide a better way. At the present stage, in the teaching process of college English audio-visual course, we should integrate the Chinese excellent traditional culture, carry forward the power of the Chinese excellent culture, and display the charm of the Chinese excellent traditional culture, at the same time promote the English audio-visual curriculum teaching level.

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